



Express Mail Label No. EV336671831US

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION OF: OREN ETZIONI *ET AL.*

APPLICATION NO.: 10/811,077

FILED: MARCH 26, 2004

FOR: **PERFORMING PREDICTIVE PRICING
BASED ON HISTORICAL DATA**

Power of Attorney by Assignee and Certification
Under 37 C.F.R. § 3.73(b)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

I, the undersigned, acting on behalf of the Assignee of the entire right, title and interest in the above-identified patent application, by virtue of an Assignment filed concurrently herewith, appoint the attorneys and agents listed below to prosecute this application and transact all business with the U.S. Patent and Trademark Office in connection therewith. This appointment is to the exclusion of the inventor(s) and their attorney(s) and agent(s) in accordance with the provisions of 37 C.F.R. § 3.71.

In connection with this patent application, I direct the appointed attorneys and agents to seek and act on instructions exclusively from Hamlet, Inc. I acknowledge that, in this matter, the University of Washington is not a client of these attorneys and agents, nor of their law firm.

All prior powers of attorney for this application are hereby revoked. The Assignee hereby appoints

STEPHEN E. ARNETT, Registration No. 47,392
RODGER K. CARREYN, Registration No. 50,774
MAY Y. CHAN, Registration No. 51,053
BRIAN R. COLEMAN, Registration No. 39,145
CHRISTOPHER DALEY-WATSON, Registration No. 34,807

PETER J. DEHLINGER, Registration No. 28,006
DAVID DEVLIN, Registration No. 55,876
DAVID BOGART DORT, Registration No. 50,213
DAVID T. DUTCHER, Registration No. 51,638
LEEANN GORTHEY, Registration No. 37,337
JOSEPH HAMILTON, Registration No. 51,770
PAUL L. HICKMAN, Registration No. 28,516
EDWARD S. HOTCHKISS, Registration No. 33,904
STEVEN KELLEY, Registration No. 43,449
JONATHAN P. KUDLA, Registration No. 47,724
STEVEN D. LAWRENZ, Registration No. 37,376
JACQUELINE F. MAHONEY, Registration No. 48,390
SHAILESH MEHRA, Registration No. 44,934
JUDY M. MOHR, Registration No. 38,563
CHUN M. NG, Registration No. 36,878
KENNETH H. OHRINER, Registration No. 31,646
PAUL T. PARKER, Registration No. 38,264
MAURICE J. PIRIO, Registration No. 33,273
AARON J. POLEDNA, Registration No. 54,675
RAJIV P. SARATHY, Registration No. 55,592
MICHELLE SARRUF, Registration No. 55,828
TIM R. SEELEY, Registration No. 53,575
LAUREN SLIGER, Registration No. 51,086
CARINA M. TAN, Registration No. 45,769
LARRY W. THROWER, Registration No. 47,994
GLENN E. VON TERSCH, Registration No. 41,364
JOHN M. WECHKIN, Registration No. 42,216
MICHAEL J. WISE, Registration No. 34,047
ROBERT G. WOOLSTON, Registration No. 37,263
JAMES J. ZHU, Registration No. 52,396
all affiliated with Perkins Coie LLP.

Direct all telephone calls to Steven D. Lawrenz at (206) 359-6373. Address all correspondence to:

Customer No. 25096
Perkins Coie LLP
P.O. Box 1247
Seattle, Washington 98111-1247
(206) 359-8000

In accordance with 37 C.F.R. § 3.73(b), I hereby certify that I am empowered to act on behalf of the Assignee. To the best of my knowledge and belief, title is in the Assignee, as evidenced by the Assignment noted above.

I further declare that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both,

under Title 18, USC § 1001 and that such willful false statements may jeopardize the validity of this application or any patent resulting therefrom.

ASSIGNEE: University of Washington
Signature: Charles R. Williams
Typed Name: Charles R. Williams
Title: Director, UW TechTransfer Digital Ventures
Date: July 14, 2004
Address: 4311-11th Avenue N.E., Suite 500, Seattle, WA 98105

Co-Inventors' ASSIGNMENT of PATENT(S) to the UNIVERSITY OF
SOUTHERN CALIFORNIA

Attorney Docket No. 430558001US1

Tech ID: _____

WHEREAS, we, **Craig A. Knoblock** and **Rattapoom Tuchinda** (hereinafter referred to as ASSIGNORS) having post office addresses of 623 Sierra Street, El Segundo, California 90245, and 3767 Clarington Avenue #243, Los Angeles, California 90034, respectively, are co-inventors in the INVENTION(S) referred to as "**PERFORMING PREDICTIVE PRICING BASED ON HISTORICAL DATA**" as described and claimed in a specification for which a U.S. PATENT application is in process assigned Serial No. 10/811,077 and a filing date of March 26, 2004;

WHEREAS, the **UNIVERSITY OF SOUTHERN CALIFORNIA** (hereinafter referred to as ASSIGNEE), a public institution of higher education having a place of business at Los Angeles, California is desirous of acquiring the ASSIGNORS' entire right, title and interest in and to the INVENTION(S) and in and to any letters PATENT(S) that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, for sufficient, good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto ASSIGNEE the ASSIGNORS' entire right and title to and interest in said application and said INVENTION(S) for the United States of America and its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all letters PATENT(S) which may be granted therefor in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to claim priority rights deriving from said United States application by virtue of the International Convention, said INVENTION(S) and all applications and PATENT(S) on said INVENTION(S) to be held and enjoyed by ASSIGNEE as entirely as the same would have been held and enjoyed by ASSIGNORS had this sale, assignment and transfer not been made. ASSIGNORS hereby authorize and request the Director of the Patent and Trademark Office to issue all letters PATENT(S) on said INVENTION(S) to ASSIGNEE. ASSIGNORS hereby further agree and promise to execute all instruments and render all such assistance as ASSIGNEE may request in order to make and prosecute any and all applications on said INVENTION(S), to enforce any and all PATENT(S) on said INVENTION(S), and to confirm in ASSIGNEE legal title to said INVENTION(S) and all applications and PATENT(S) on said INVENTION(S), all without charge to ASSIGNEE but at no expense to ASSIGNORS.

Craig A. Knoblock
Craig A. Knoblock

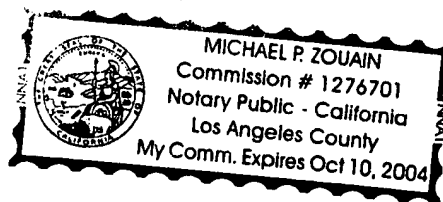
8/13/04
Date

STATE OF CA
COUNTY OF Los Angeles ss

On this 13 day of August 2004, Craig A. Knoblock personally appeared before me and executed the foregoing document.

Michael P. Zouain
Signature of Notary Public
Typed or Printed Name of Notary Public
Notary Public in and for the State of CA
Residing at Los Angeles
My Commission expires: 10/10/04

(SEAL)



Rattapoom Tuchinda

08/13/04
Date

STATE OF CA
COUNTY OF Los Angeles ^{SS}

On this 13 day of August 2004, Rattapoom Tuchinda personally appeared before me and executed the foregoing document.

Michael P. Zouain
Signature of Notary Public

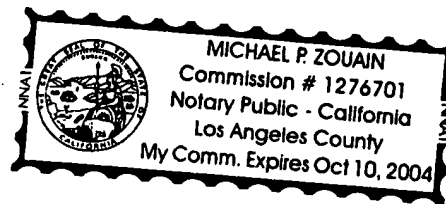
Typed or Printed Name of Notary Public

Notary Public in and for the State of CA

Residing at: Los Angeles

My Commission expires: 10/10/04

(SEAL)



ASSIGNMENT of PATENT(S) to the UNIVERSITY OF WASHINGTON

Attorney Docket No. 430558001US1

Tech ID: _____

WHEREAS, the **UNIVERSITY OF SOUTHERN CALIFORNIA** (hereinafter referred to as ASSIGNOR), a public institution of higher education having a place of business at Los Angeles, California has a partial ownership interest in the INVENTION(S) referred to as "**PERFORMING PREDICTIVE PRICING BASED ON HISTORICAL DATA**" as described and claimed in a specification for which a U.S. PATENT application is in process assigned Serial No. 10/811,077 and a filing date of March 26, 2004;

WHEREAS, the **UNIVERSITY OF WASHINGTON** (hereinafter referred to as ASSIGNEE), a public institution of higher education having a place of business at Seattle, Washington is desirous of acquiring the ASSIGNOR' entire right, title and interest in and to the INVENTION(S) and in and to any letters PATENT(S) that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, for sufficient, good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto ASSIGNEE the ASSIGNOR'S entire right and title to and interest in said application and said INVENTION(S) for the United States of America and its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all letters PATENT(S) which may be granted therefor in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to claim priority rights deriving from said United States application by virtue of the International Convention, said INVENTION(S) and all applications and PATENT(S) on said INVENTION(S) to be held and enjoyed by ASSIGNEE as entirely as the same would have been held and enjoyed by ASSIGNOR had this sale, assignment and transfer not been made. ASSIGNOR hereby authorizes and requests the Director of the Patent and Trademark Office to issue all letters PATENT(S) on said INVENTION(S) to ASSIGNEE. ASSIGNOR hereby further agrees and promises to execute all instruments and render all such assistance as ASSIGNEE may request in order to make and prosecute any and all applications on said INVENTION(S), to enforce any and all PATENT(S) on said INVENTION(S), and to confirm in ASSIGNEE legal title to said INVENTION(S) and all applications and PATENT(S) on said INVENTION(S), all without charge to ASSIGNEE but at no expense to ASSIGNOR.

UNIVERSITY OF SOUTHERN CALIFORNIA

Dennis F. Dougherty
By: Dennis F. Dougherty
Title: Sr. V.P., Admin.

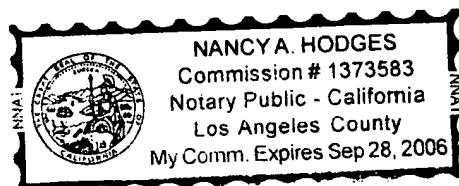
8-23-04
Date

STATE OF CALIFORNIA)
) ss
COUNTY OF LOS ANGELES

On this 23rd day of AUGUST 2004, Dennis F. Dougherty personally appeared before me and executed the foregoing document.

Nancy A. Hodges
Signature of Notary Public
NANCY A. HODGES
Typed or Printed Name of Notary Public
Notary Public in and for the State of CALIFORNIA
Residing at: LOS ANGELES, CALIFORNIA
My Commission expires: SEPT. 28, 2006

(SEAL)



ATTN: SARDL REISER

1/2

Co-Inventors' ASSIGNMENT of PATENT(S) to the UNIVERSITY OF
WASHINGTON

Attorney Docket No. 430558001US1

Tech ID: _____

WHEREAS, we, Oren Etzioni and Alexander Yates (hereinafter referred to as ASSIGNORS) having post office addresses of 6127 N.E. Keswick Drive, Seattle, Washington 98105, and 4231 Twelfth Avenue N.E. #105, Seattle, Washington 98105, respectively, are co-inventors in the INVENTION(S) referred to as "PERFORMING PREDICTIVE PRICING BASED ON HISTORICAL DATA" as described and claimed in a specification for which a U.S. PATENT application is in process assigned Serial No. 10/811,077 and a filing date of March 26, 2004;

WHEREAS, the UNIVERSITY OF WASHINGTON (hereinafter referred to as ASSIGNEE), a public institution of higher education having a place of business at Seattle, Washington is desirous of acquiring the ASSIGNORS' entire right, title and interest in and to the INVENTION(S) and in and to any letters PATENT(S) that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, for sufficient, good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNORS hereby sell, assign and transfer unto ASSIGNEE the ASSIGNORS' entire right and title to and interest in said application and said INVENTION(S) for the United States of America and its territorial possessions and all foreign countries, and the entire right, title and interest in and to any and all letters PATENT(S) which may be granted therefor in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to claim priority rights deriving from said United States application by virtue of the International Convention, said INVENTION(S) and all applications and PATENT(S) on said INVENTION(S) to be held and enjoyed by ASSIGNEE as entirely as the same would have been held and enjoyed by ASSIGNORS had this sale, assignment and transfer not been made. ASSIGNORS hereby authorize and request the Director of the Patent and Trademark Office to issue all letters PATENT(S) on said INVENTION(S) to ASSIGNEE. ASSIGNORS hereby further agree and promise to execute all instruments and render all such assistance as ASSIGNEE may request in order to make and prosecute any and all applications on said INVENTION(S), to enforce any and all PATENT(S) on said INVENTION(S), and to confirm in ASSIGNEE legal title to said INVENTION(S) and all applications and PATENT(S) on said INVENTION(S), all without charge to ASSIGNEE but at no expense to ASSIGNORS.


 Oren Etzioni

 9/7/4
 Date

 STATE OF _____)
) ss
 COUNTY OF _____)

On this _____ day of _____ 2004, Oren Etzioni personally appeared before me and executed the foregoing document.

(SEAL)

Signature of Notary Public

Typed or Printed Name of Notary Public

Notary Public in and for the State of _____

Residing at: _____

My Commission expires: _____

Alexander Yates
Alexander Yates

7/14/2004
Date

STATE OF _____)
COUNTY OF _____) ss

On this _____ day of _____ 2004, Alexander Yates personally appeared before me and executed the foregoing document.

(SEAL)

Signature of Notary Public

Typed or Printed Name of Notary Public
Notary Public in and for the State of _____

Residing at: _____

My Commission expires: _____